Khaled Shawky

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Profile

I'm a highly skilled and collaborative Data & Marketing Engagement Technical Expert with a passion for driving data-driven marketing initiatives. My expertise lies in architecting, integrating, and executing solutions that align data platforms with marketing goals, ultimately enabling hyper-personalised customer engagement and enhancing campaign effectiveness.

Certificates

- Certified Salesforce Marketing Cloud Consultant
- Certified Salesforce Data Cloud Consultant
- Certified Google analytics professional

Skills

Marketing automation and Analytics Expertise:

- **CRM :** Salesforce Marketing Cloud and braze
- **Ad Tech :** Google Analytics and adjust
- **CDP/DMP :** Tealium and salesforce data cloud
- **Campaign Managment :** Monday.com

Campaings Management:

- Experience in coordinating cross-functional teams to deliver projects on time.

Data Visualisation & Reporting

- Built interactive dashboards and custom visual reports in Salesforce and Tableau.
- Skilled in calculated measures for dynamic reporting and performance monitoring.

SQL & Data Engineering

- Proficient in SQL for querying and manipulating large datasets across relational databases.

Programming & Scripting

- Strong command of Python with libraries like pandas, numpy, matplotlib for data wrangling and analysis.
- Good understanding of HTML, CSS, and JavaScript for front-end data tracking and email automation.

Education

Master of Computer Science
Swansea university

01/2023 – 01/2024 | Swansea, United Kingdom

First Class Honours

- Developed robust programming skills in Python and SQL for data processing, analysis, and modelling.

Marketing and Advertising BSc
Kingston University

09/2016 – 06/2019 | London, United Kingdom

Upper Second-Class

Professional Experience

Delivery Hero
Senior CRM Executive

08/2019 – 12/2022

- **CRM Development & Automation:** built scalable Campaign Architecture including dynamic, data-driven customer journeys, automating cross-channel workflows (email, push, in-app) to improve engagement and retention in over 8 markets.
- **Advanced Segmentation & Personalisation:** Leveraged synchronised CRM and CDP data to build sophisticated customer segments, increasing campaign relevance and engagement rates contributing to marketing briefs (CRM campaigns, ads activation campaigns).
- **A/B Testing & Optimisation:** Designed experiments (subject lines, CTAs, send times) to optimise communication, improving open rates and contract renewals.
- **Cross-Functional Collaboration:** Worked with sales, analytics, and customer service teams to align CRM strategies with revenue goals, ensuring data-driven engagement at scale.

National Claims
Marketing and CRM Manager

02/2024 – present | London, United Kingdom

- **Led collaboration** with external agencies and internal stakeholders to develop campaign briefs, define target personas, and ensure timely execution.
- **Managed and allocated** marketing budgets effectively, optimising spend across various channels to maximize ROI.
- **Implemented marketing** automation strategies in Pardot and Salesforce Sales Cloud, including email automation and personalised messaging.
- **Executed comprehensive** lead generation and nurturing strategies, collaborating with external agencies for organic (SEO) and paid (PPC) lead expansion, increasing lead volume by over 30%.
- **Created custom reports**, dashboards, and visualisations in Salesforce to track performance and ROI.
- **Managed and updated** the website, ensuring accuracy and SEO optimisation.